

As EIBTM 2007 is about to close its doors, it is now confirmed that all records for the event have been broken. The largest number of visitors and Hosted Buyers (subject to ABC audit), topping 6,900, attended over the 3 days. This represents an increase of over 20% compared to last year's show.

Feedback from the show floor has been hugely positive particularly about the quality of buyers, the number of appointments and the business generated. The networking events held alongside the event were well attended, including over 2,000 people enjoying the Welcome Party on Tuesday.

Paul Kennedy, MBE, Group Exhibition Director Reed Travel Exhibitions said "Our success is only reflected in the comments and testimonials of our exhibitors, visitors and Hosted Buyers. To see the number of business appointments already planned prior to the event hitting a record

RECORD NUMBER OF APPOINTMENTS UNDERTAKEN

EIBTM 2007 BREAKS ALL RECORDS

EXHIBITORS REPORT SUBSTANTIAL BUSINESS GAINS



Mandy Torrens

of 41,500+ we knew that this year's show was set to be very busy, but we could not have predicted the huge increase in business opportunities for everyone with more than 6,900 people attending over the 3 days. We can also report that in many of the seminars we reached full capacity and attendance was over and above our expectations. Finally, we have



India Stand at EIBTM 2007

also been overwhelmed by the number of exhibitors re-booking onsite for 2008 - it doesn't get much better than this."

Hosted Buyer, Carol Brodsky, President TTI Travel, USA said "My time at EIBTM has been well spent and the new business opportunities are incredible. I achieved my business objectives beyond expectations. The pre-arranged meetings allowed me to cover more ground in one day that would normally take me 2-3 weeks on a business trip".

An onsite poll conducted during the show optimistically forecasted growth in 2008 with 74% of professionals expecting to increase their business targets. The same poll showed emerging markets will have the biggest impact on the global industry sector, influencing choice and budgets with Brazil, Russia, India and China now achieving greater awareness for their products and services.



Press Conference Regione Campania at EIBTM 2007, in alto: P'On. Ciampaglia (Assessorato Regionale Cultura e Turismo) e Iodice (APT Caserta) a sin.: la guida degli eventi in Campania 2008 tra le novità presentate

